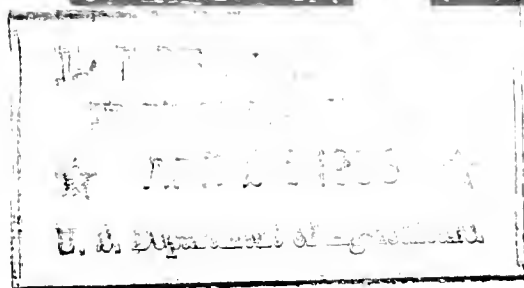


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Do not assume content reflects current scientific knowledge, policies, or practices.

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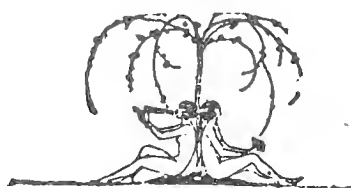


"Oh now, now the white fury of the spring
Whirls at each door, and on each flowering
plot—
The peach, the cherry, the grave apricot."

We hear continually the plaint from newcomers from other sections of the United States that, with our even climate and our devotion to evergreens, there is no definite marking of the seasons. This is a well merited criticism. However, our well beloved Pasadena, boasting as she does a large percentage of beauty-conscious citizens, now is making a valiant effort to overcome this deficiency, and each succeeding spring will offer for our delight an increasing and more varied assortment of the flowering, deciduous trees and shrubs.

What is more beautiful, more redolent of new life, than the bursting of the first buds on our flowering fruit trees to tell of spring's arrival? What more lovely sight than a peach tree in diaphanous white or pink against the morning clean and blue?

Fortunately, few gardens are too small to accommodate at least one of these charmers, as they require but little room, and, by virtue of their naive simplicity, consort agreeably with almost any company. Their season of bloom continues uninterruptedly from January through May, if one will plant the varieties insuring a succession of bloom.



"HARBINGERS OF SPRING"

CHERRIES:

Prunus campanulata—tall tree with pendant, cerise blooms. Earliest of all flowering cherries. January.

CRABAPPLES:

Bechtel's Flowering Crab—small tree. Fragrant, double pink blooms resembling Cecil Brunner roses. April

CORNUS (DOGWOOD):

Cornus Florida—large open tree with large, starry white flowers. April-May.

Cornus Florida rubra—tree of medium size. The rosy-pink petals are in charming contrast to their jade-green centers. April-May.

PEACHES:

Early Red—a large tree bearing masses of rosy-red double flowers. February.

Late Red—a large tree whose double rouge-red flowers bloom in May.

Early Pink—a large tree and a veritable pink cloud in February and March.

Late Pink—a large tree with a profusion of rich double pink flowers in March and April.

Variegated—a large tree capricious in habit of flowering. The blooms may be of solid pink or red or variegated red, pink and white. February-April.

White—a large tree bearing double, snowy flowers from February to April.

Apple blossom—a large tree with most beautiful double soft pink blossoms. February.

President Roosevelt—a large tree and one of the first varieties of flowering peach to bloom in the spring. Large, double brilliant red flowers by the middle of January.

Wrigleys Pink—a large tree and the first to bloom. The double, rosy-pink flowers are borne in great profusion early in January.

PLUMS:

Moseri—a medium sized tree with soft pink flowers and bronzy-green leaves. March-April.

Pissardi—a medium sized tree whose lovely soft pink flowers are borne in clusters. Bronzy-green foliage. March-April.

Vesuvius—a large tree and one of the finest of the flowering plums. The flowers are small, pale pink and the foliage a rich, reddish purple. March-April.

They will grow successfully in almost any soil and their care and culture are comparatively simple—early winter pruning and an occasional spraying when necessary.

PRICES:

Bare-root Trees, 4 to 6 feet. 75c and \$1.00 each
Balled Trees, 5 to 6 feet. \$1.25 each
Trees, 5 gals., 4 to 6 feet. \$1.25 and \$1.50 each
Trees, tubs. \$2.50 and up
Trees, large specimens. \$5.00 to \$30.00 each



The enchanting beauty of the flowering trees of Japan and those that fringe the banks of the Potomac in spring is something never to be forgotten by those who have enjoyed the privilege of seeing them.

Considering the unusual, natural beauty of our location and surroundings — mountains, valleys, magnificent vistas every way one may turn, favorable soil and climatic conditions—surely there is no reason why Pasadena should not aspire to a similar position in the world's esteem.

We, of the various clubs—garden, civic and social are sponsoring a program designed to attain this end by appealing to our many public-spirited citizens to make a generous planting of flowering trees in their gardens and thus have a part in the accomplishment of this history-making event for Pasadena. In time, we will be able to usher in the Spring with a festival, similar to those held in Japan, in which everyone has a joyous part.

We have asked the undermentioned nurseries for aid in carrying out this program and they have promised every co-operation in the matter of providing additional stock, special advertising, etc. We invite your patronage in return for the additional responsibility they are assuming.

The ultimate success of this project depends upon the wholehearted response of every resident of our beloved Pasadena.

E. H. Rust, Nurseryman
The Jannoch Nurseries
Coolidge Rare Plant Gardens

yours for
"A MORE BEAUTIFUL PASADENA"